



# MASTER INTERNATIONAL MARKETING AND BRAND MANAGEMENT

## Module Overview (Start Fall)

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS		
<b>Program Specific Modules</b>	<b>International Marketing and Brand Management</b>	<b>International Marketing and Brand Management</b>	<b>6</b>	<b>Integrated Brand Communication in a Digitalized World</b>	<b>6</b>	<b>Semester Abroad</b>  <b>OR</b>  <b>Internship*</b>			
		<b>Global Market Strategy:</b> Strategic Marketing from the Boardroom  <b>Brand Management:</b> The Basics, The Frameworks and The Masterminds		<b>(Digital) Brand Communication:</b> Customer Journeys, User Experience and Analytics  <b>(Digital) Advertising:</b> Programmatic Advertising, Zero Friction and More  <b>Social Media:</b> The Purpose, The Impact and The Use for Businesses					
		<b>Customer Insights for Marketing and Brand Management</b>	<b>6</b>	<b>Marketing of Innovations</b>	<b>6</b>				
		<b>Fundamentals of Consumer Behavior</b>  <b>Behavioral Economics:</b> From Heuristics to Nudging  <b>Empirical Research:</b> Introduction to Quantitative and Qualitative Methods		<b>The Basics of Innovation:</b> Models, Context, Diffusion and Adoption  <b>How to Market Innovations:</b> Analysis, Segmentation, Targeting, Positioning and The Right Marketing Mix  <b>Electives (2 out of 5)</b>	<b>6</b>				
<b>Business Project</b>	<b>3</b>	<b>Business Project</b>	<b>3</b>						
<b>MBS Core Modules</b>	<b>Intern. Business &amp; Management</b>	<b>International Business and Management</b>	<b>6</b>	<b>International Focus (1 out of 5)</b>	<b>3</b>			<b>Master Thesis</b>	<b>15</b>
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies					
		<b>International Focus (1 out of 3)</b>	<b>3</b>	<b>Foreign Language (optional)</b>	<b>(3)</b>				
		Business in Germany Business in Latin America Business in China		German, Spanish, Chinese					
<b>Executive Skills</b>		<b>Communication in International Business</b>	<b>6</b>	<b>Responsible Leadership in a Global Context</b>	<b>5</b>				
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation					
		<b>MBS Engagement</b>		<b>MBS Engagement</b>	<b>1</b>				
<b>Total ECTS 90</b>									

We recommend international students to choose "German" as a foreign language and the International Focus "Business in Germany" (semester 1).

\* Internship prerequisite: Students who have studied at the university level or worked professionally outside the German-speaking region for at least one year consecutively may apply, subject to approval, to replace their 3rd semester study abroad with a subject-related internship in the German-speaking region (Germany, Austria, German-speaking part of Switzerland).

